

## CHAPTER II

### REVIEW OF LITERATURE

#### B.1 Theoretical Framework

In this chapter, the researcher will explain the theory applied to analyze the *Turning Red* animation movie as the research data. The purpose of this section is to explain theoretically to prevent misconceptions. The theory used in this research is Martin and White's Appraisal Theory (2005) and several other studies that support this research. The main focus of this research is one of the sub-systems of Appraisal theory, namely Attitude and its parts; Affect, Judgment, and Appreciation.

##### B.1.1 Systemic Functional Linguistic and Critical Discourse Analysis

Systemic Functional Linguistics (SFL) is a theory introduced by Halliday (1985). SFL is centred on conveying the meaning of language as well as the function of language. In SFL, there are ideational, interpersonal, and textual functions. Ideational is to describe the experience of the speaker. Interpersonal describes more about social relationships to appraisal. Textual is a combination of ideational and interpersonal. SFL begins with the social context and examines how language affects and is influenced by it. SFL is closely related to sociology, and this happens because language is used in a social context to achieve a goal. SFL focuses more on text, whether spoken or written, and the context of the

language produced. SFL emphasizes more on the function of the language than the structure of the language.

Critical Discourse Analysis (CDA) is a qualitative method for describing, understanding, and explaining how discourses build, maintain, and legitimate social inequalities. Several Critical Discourse Analysis frameworks exist, courtesy of Van Dijk, Fairclough, and Wodak. Discourse analysis studies have evolved into CDA. The linguistic phenomenon examined in discourse analysis is text (written or spoken). (Halliday, 1984). CDA shows the relationship between language and social relations. CDA provides opportunities to consider the relationships between discourse and society, text and context, and language and power (Fairclough, 2001b, Luke, 2002). According to Fairclough (2001: 229-230), Critical Discourse Analysis (CDA) studies and analyses any discourse (written text, speech, gesture, symbols, signs, posters, electronic and printed advertisement, and any communication) that systematically communicate with us. Fairclough describes CDA as a social practice in which power and ideology influence each other. Discourse analysis is not just for examining linguistic expression but is also employed to create a social setting through the text. Fairclough is one of the first linguists that establish the link between language and power. He also stated that discourse is a social activity.

The main focus of this research is the system of interpersonal meanings related to social relations. The relationship between SFL and CDA is intended to show the close relationship between the two. Both have the same context,

namely the social context in the linguistic system. SFL and CDA see language as a social activity, so language is learned according to its social context. SFL is used as the basis of analysis, and its findings are analyzed to become a critical discourse analysis. The study of SFL can use an appraisal system approach. The appraisal described in the study is the main focus of this study.

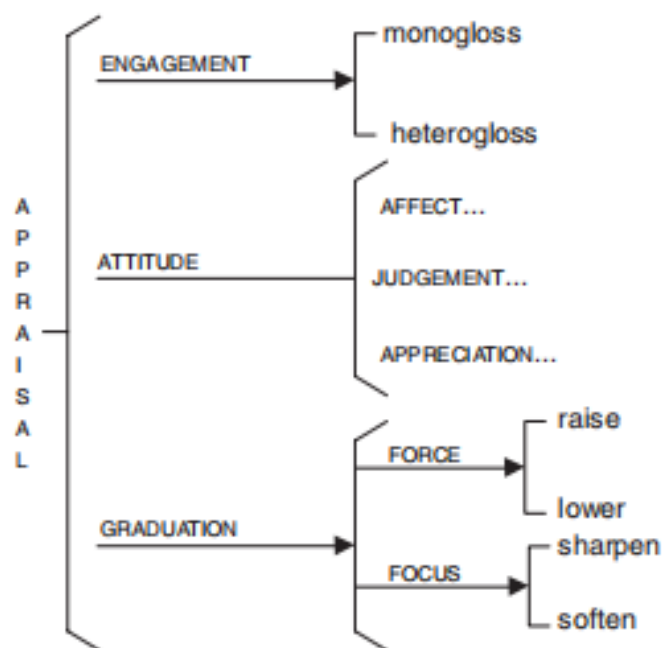
### **B.1.2 Appraisal Theory**

This research analyzes the dialogue script from Disney+'s animation movie, *Turning Red*. The theory used in this research is Appraisal Theory (Martin and White, 2005) as a sub-system of CDA through Systemic Functional Linguistic (SFL) by Halliday. Martin and White (2005) define Appraisal as an interpersonal meaning system that refers to the evaluation of the attitude contained in the text, how a person expresses how strongly he feels about something and how the values towards something in the text are generated. An appraisal is a system of interpersonal meaning that allows us to manage our social interactions by expressing our feelings about objects and people to our readers or listeners (in a word, what our attitudes are). Halliday developed this theory from Systemic Functional Language (SFL) 's theory.

Appraisal theory is a form of interpersonal meaning that focuses on evaluating attitudes in a text. The strength of the feelings involved in the text, how the value can be obtained, and the reader is united (Martin and Rose, 2007). Appraisal focuses on the values and attitudes that the reader intends. The opinion is one of the significant aspects of Appraisal that comes naturally. An

appraisal is one of three primary discourse semantics reflecting interpersonal meaning, according to Martin and White (2005) (along with involvement and negotiation). They divide this theory into attitude, engagement, and Graduation. Attitude focuses more on positive or negative expressions. Engagement refers to a clause that shows the relationship between the writer and the reader. The last one is Graduation, which refers to a shift in meaning. In this research, attitude is prioritized and analyzed.

Martin and White (2005) also state that appraisal theory is concerned with the personal presence of the writer or speaker in the text when they are dealing with the material presented and with whom they are communicating. It concerns how they approve or disapprove, are enthusiastic and hate, praise and criticize, and position their readers and listeners. Appraisal theory has two other important concepts to know: appraiser and appraised. While appraised refers to an object or something evaluated, both objects, activities, or person. Appraiser refers more to the subject or person who can provide an assessment of the state of effect, judgment, and appreciation. (Martin and White, 2005).



**Picture 1 - Appraisal System based on Martin and White (2005)**

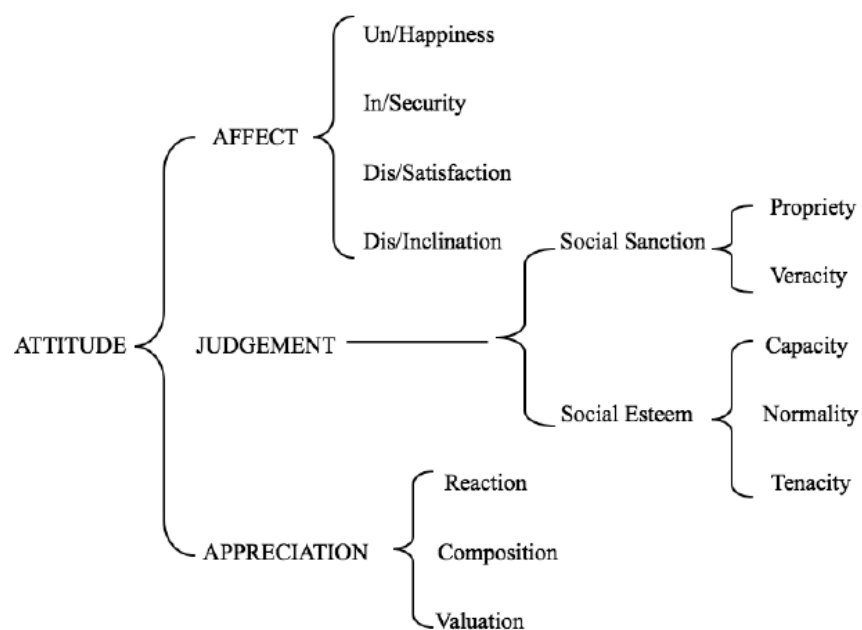
### **B.1.3 Attitude**

Martin and White (2005:42) stated that attitude is a framework for mapping sentiments in English writings. According to White, an attitude refers to the values that speakers convey to make judgments and associate emotional responses to participants and processes. Furthermore, an attitude refers to how texts or speakers assign an intersubjective value or judgment to people and activities based on emotional responses or culturally defined value systems.

In appraisal systems, the term "attitude" refers to a subsystem of evaluative meaning in which the recipient is positioned to adopt a positive or negative view of an experiential phenomenon. Attitude has a vital role in expressing the interpersonal meaning of language. Attitude is closely related to

our feelings, both to emotional reactions, someone's character, or evaluation of something. An evaluation can be less or more intense if it is not supported by evidence. Attitudes that are assessed can evaluate from sources in the surrounding environment.

Attitude involves three semantic areas: emotion, ethics, and aesthetics. Emotion can be considered the center of this area because it is someone's definitive source from birth and is physiologically embodied when a person is born. Attitude consists of three types, Affect (the description of phenomena in terms of emotion), Judgement (the assessment of human conduct in terms of social standards), and Appreciation (evaluating objects and products rather than human behaviour, referring to aesthetic principles and social value systems).



**Picture 2 - Sub-system of Attitude (Martin and White, 2005)**

### **B.1.3.1 Affect**

Affect refers to a person's emotional response and disposition (White, 2001). It happens due to mental response processes, attributive relations of affect, and nominalization. Affect concerned with positive or negative feelings. It is about whether we are pleased or sad, whether we are confident or apprehensive, whether we are interested or bored. Affect development can socialize individuals to various feelings. Affect can be divided into three. They are Affect as 'quality,' affect as 'process,' and affect as 'comment.' (Martin and White: 2005)

Affect was defined by Halliday (1994) as nominalized realizations of traits (joy, melancholy, sorrow) and processes (grief, sobs, constriction in his truth). Affect is concerned with feelings, which evaluates the readers' feelings. Incorporating the values of affect into a text is a clear sign of speakers' attitudes, and it is an excellent method for situating listeners and negotiating solidarity with them. Martin (2000:172) argues that when the audience shares the speakers' feelings, "a kind of bonding occurs, where they are not so prepared, the effect is alienating."

In the Affect system, emotions are considered the center of expressive resources used by humans. Affect rarely affects the source in writing. However, affect can still be present in certain areas, even in a section of the text that involves evaluating emotions. Affect is divided into four types: dis/inclination, un/happiness, in/security, and

dis/satisfaction. Dis/inclination is about how people are inclined or disinclined in something. Un/happiness consists of emotions related to someone's heart or feelings, such as sadness, happiness, joy, and hate. In/security consists of feelings related to social circumstances, such as anxiety, fear, or trust. Meanwhile, dis/satisfaction consists of the emotion related to achievement or frustration, such as respect, displeasure, and curiosity.

**Table 2. 1 Affect**

<b>Affect</b>	<b>Positive</b>	<b>Negative</b>
<b>Dis/inclination</b>	miss, long for, yearn for	wary, fearful, terrorized
<b>Un/happiness</b>	cheerful buoyant, jubilant; like, love, adore	sad, melancholy, despondent; cut-up, heart-broken ... broken-hearted, heavy-hearted, sick at heart; sorrowful ... grief-stricken, weebegone ... dejected ...; dejected, joyless, dreary, cheerless, unhappy, sad; gloomy, despondent, ... downcast, low, down, down in the mouth, depressed ...; weepy, wet-eyed, tearful, in tears
<b>In/security</b>	together, confident, assured; comfortable, confident, trusting	uneasy, anxious, freaked out; startled, surprised, astonished
<b>Dis/satisfaction</b>	involved, absorbed, engrossed; satisfied, pleased, chuffed/ impressed, charmed, thrilled	flat, stale, jaded; cross, angry, furious; bored with, sick of, fed up with

**Martin and White (2005, p.51)**

### B.1.3.2 Judgment

Judgment is a system of meaning that deals with human action's positive and negative appraisal using established rules (White, 2001). According to Martin and White (2005: 52), judgment is the area of meaning that construes people's attitudes toward others and their behaviour (their character). Judgment can be seen from the constructive angle of information or event. The behaviour or nature of people can be seen by looking for considerations in direct and indirect data research. Judgment is related to attitudes and behaviour, both negative and positive. With judgment, someone can praise or even criticize something. The study of judgment refers to a writer's normative values about someone. This evaluation is about a societal standard or convention.

According to White, judgment is used to evaluate human behaviour regarding social norms. **Social esteem** and **social sanction** are two types of Judgment (Martin & White, 2005). *Social esteem* is the value shared with family, coworkers, and friends and is commonly employed in oral culture (chat, gossip, jokes, stories). It deals with **normality** (how special someone is), **capacity** (how capable they are), and **tenacity** (how resolute someone is). Meanwhile, *social sanction* refers to the ideals that drive civic responsibility and is commonly found in edicts, rules, regulations, and laws. It deals with **veracity** (how truthful someone is) and **propriety** (how ethical someone is).

**Table 2. 2 Judgment - Social Esteem**

<b>Social Esteem</b>	<b>Positive (Admire)</b>	<b>Negative (Criticize)</b>
Normality 'how special?'	lucky, fortunate, charmed ...; normal, natural, familiar ...; cool, stable, predictable ...; in, fashionable, avant garde ...; celebrated, unsung ...	unlucky, hapless, star-crossed ...; odd, peculiar, eccentric ...; erratic, unpredictable ...; dated, daggy, retrograde ...; obscure, also-ran ...
Capacity 'how capable?'	powerful, vigorous, robust ...; sound, healthy, fit ...; adult, mature, experienced ...; witty, humorous, droll ...; insightful, clever, gifted ...; balanced, together, sane ...; sensible, expert, shrewd ...; literate, educated, learned ...; competent, accomplished ...; successful, productive ...	mild, weak, whimpy ...; unsound, sick, crippled ...; immature, childish, helpless ...; dull, dreary, grave ...; slow, stupid, thick ...; flaky, neurotic, insane ...; naive, inexpert, foolish ...; illiterate, uneducated, ignorant ...; incompetent; unaccomplished ...; unsuccessful, unproductive ...
Tenacity 'how dependable?'	plucky, brave, heroic ...; cautious, wary, patient ...; careful, thorough, meticulous tireless, persevering, resolute ...; reliable, dependable ...; faithful, loyal, constant ...; flexible, adaptable, accommodating ...	timid, cowardly, gutless ...; rash, impatient, impetuous ...; hasty, capricious, reckless ...; weak, distracted, despondent ...; unreliable, undependable ...; unfaithful, disloyal, inconstant ...; stubborn, obstinate, wilful ...

**Table 2. 3 Judgment - Social Sanction**

<b>Social Sanction</b>	<b>Positive (Praise)</b>	<b>Negative (Condemn)</b>
veracity [truth] 'how honest?'	truthful, honest, credible ...; frank, candid, direct ...; discrete, tactful ...	dishonest, deceitful, lying ...; deceptive, manipulative, devious ...; blunt, blabbermouth ...
propriety [ethics] 'how far beyond Reproach?'	good, moral, ethical ...; law abiding, fair, just ...; sensitive, kind, caring ...; unassuming, modest, humble ...; polite, respectful, reverent ...; altruistic, generous, charitable ...	bad, immoral, evil ...; corrupt, unfair, unjust ...; insensitive, mean, cruel ...; vain, snobby, arrogant ...; rude, discourteous, irreverent ...; selfish, greedy, avaricious ...

**Martin and White (2005, p.53)**

### **B.1.3.3 Appreciation**

Appreciation describes a positive attitude toward objects, such as television shows, movies, books, dramas, or emotions. The system by which products and processes are evaluated is an appreciation. (2001, White). According to Martin and White (2005: 56), Appreciation has the connotation of construing evaluations of things, manufactured things, a performance that is delivered, and natural events (how they are valued). Like affect and judgment, it has positive and negative dimensions. Appreciation of items, objects, or behaviours can be positive and negative. Appreciation evaluation is more abstract; there is no correct or incorrect justification. The object's aesthetic qualities are the focus of this evaluation.

Appreciation is a subsystem that deals with how things, performances, and naturally occurring phenomena are evaluated (Martin and White, 2005). As they stated, the three variables that make up the appreciation system are reaction (impact and quality), composition (balance and complexity), and valuation (how innovative, authentic, and timely). Martin also mentions that reaction is linked to affection, composition to perception (our understanding of order), and valuation to cognition (our considered opinion).

**Table 2. 4 Appreciation**

	<b>Positive</b>	<b>Negative</b>
Reaction: impact 'did it grab me?'	arresting, captivating, engaging ...; fascinating, exciting, moving ...; lively, dramatic, intense ...; remarkable, notable, sensational ...	dull, boring, tedious ...; dry, ascetic, uninviting ...; flat, predictable, monotonous ...; unremarkable, pedestrian ...
Reaction: quality 'did I like it?'	okay, fine, good ... lovely, beautiful, splendid ...; appealing, enchanting, welcome ...	bad, yuk, nasty ...; plain, ugly, grotesque ...; repulsive, revolting, off- putting ...
Composition: balance 'did it hang together?'	balanced, harmonious, unified, symmetrical, proportioned ...; consistent, considered, logical ...; shapely, curvaceous, willowly ...	unbalanced, discordant, irregular, uneven, flawed ...; contradictory, disorganised ...; shapeless, amorphous, distorted ...
Complexity: 'was it hard to follow?'	simple, pure, elegant ...; lucid, clear, precise ...; intricate, rich, detailed, precise ...	ornate, extravagant, byzantine ...; arcane, unclear, woolly ...; plain, monolithic, simplistic...
Valuation: 'was it worthwhile?'	penetrating, profound, deep ...; innovative, original, creative ...; timely, long awaited, landmark ...; inimitable, exceptional, unique ...; authentic, real, genuine ...; valuable, priceless, worthwhile ...; appropriate, helpful, effective ...	shallow, reductive, insignificant ...; derivative, conventional, prosaic ...; dated, overdue, untimely ...; dime-a-dozen, everyday, common; fake, bogus, glitzy ...; worthless, shoddy, pricey ...; ineffective, useless, write-off ...

**Martin and White (2005, p.56)**

#### **B.1.4 Movie**

A movie is an audio-visual communication medium to transmit a message to a group of people who have gathered in one location (Effendy, 1986: 134). According to Merriam Webster, a movie is a collection of moving pictures that conveys a story and can be seen on a screen or television. Scripts are the essential part of a movie. With the script, an event or dialogue can be adequately conveyed. Readers will also be able to understand the contents of the story further. (Matt Archer, 2021) The messages contained in a movie are usually educational and can be learned from and applied in life. In a movie, characters and storyline are very important for the continuity of a good and attractive story. Various genres of films have their characteristics to attract the audience. The genres of movies that are often known are horror, comedy, action, fantasy, mystery, sci-fi, romance, and thriller.

Movies can be used as a medium of entertainment for the community, as an educational tool for students, or as a medium for conveying information to the public about a particular matter. There are various genres of movies that are adapted to all age ranges. Children tend to prefer movies in the animation genre, and teenagers and adults prefer romance, mystery, or action movies. Movies have developed over time, from what was originally just a moving image in black and white to now is more colourful and has cool edits. Many platforms provide service access to watch movies anywhere and anytime without going to the

cinema. With these platforms, it is easier for movie lovers to watch their favourite movies repeatedly.

### **B.1.5 Turning Red Animation Movie**

Turning Red is an animation movie about a 13-year-old Chinese-Canadian girl named Meilin who can turn into a red panda when she has strong emotions. This movie is an American computer-animated fantasy comedy movie released in 2022, produced by Pixar Animation Studios and distributed by Walt Disney Studios Motion Pictures. Turning Red is Pixar's first animated movie directed by a woman and the second to feature an Asian main character. This movie was directed by Domee Shi and written by herself and Julia Cho.

On February 21, 2022, Turning Red premiered in London at Everyman Borough Yards. The movie premiered simultaneously on Disney+ on March 11, 2022. The film's run time was 1 hour 40 minutes, and the show received critical acclaim thanks to the story, animation, and culture. Disney+ even made a profit of up to 14.8 million dollars worldwide.

### **B.2 Related Studies**

Several previous studies have been conducted to prove the originality of this study. First, the research by Marwito Wihadi and Eva Tuckyta Sari Sujatna entitled *Attitudes in Halal Beauty Products: An Appraisal Analysis* in 2021. The research uses appraisal theory which focuses on attitudes in advertorial promoting beauty products. The researchers said the advertorial was analyzed to

describe the interpersonal functions found in the data. Judgment is the most commonly found in advertorials, adapting to the primary function of the advertorial to attract buyers. The similarities were also about attitude devices. The difference between Marwito and Eva's research with this research was the data analysis. Marwito analyzed the advertorial promoting beauty, and this research analyzed the dialogue transcription on the Turning Red animation movie.

Second, the research by Setyo Prasiyanto, Galuh Kirana, and Sumarlam entitled *Ideology and Power in Political News Text: Appraisal in Critical Discourse Analysis* in 2021. The research aims to reveal the ideology and power expressed in news texts obtained from BBC. This study uses the Appraisal theory contained in the news text. The research found the three systems of Appraisal; Attitude, Engagement, and Graduation. The most common device found in the news text is Affect which represents the feelings of people living in Papua whose lands where they live were destroyed by palm oil exporters from South Korea. The similarity is also analyzed Appraisal system. The data analysis and objectives differ between Setyo, Galuh, and Sumarlam's research and this research. Setyo's research uses news text, while this research uses dialogue transcription from the movie. Setyo's research aims to identify all of the appraisal systems in the political news text. This research is to identify the attitude devices in the movie dialogue. The analysis of Setyo was all of the appraisal systems in the data,

Attitude, Engagement, and Graduation, and this research only focused on the Attitude devices.

Third, the research entitled *Appraisal Analysis on Thailand Advertisement* by Linda Wijaya, Afrida Hanum, and Nena Syaharani Syahaf in 2019. The purpose of the research is to analyze five Thailand advertisements in terms of content and to find out the Appraisal elements (affect, judgment, and appreciation) used to promote their products. The data were downloaded from Youtube, which is transcribed into English. The most common devices found in the research data in the form of Thai advertisements are Affect and Judgment. These two elements are often found in the data because they are used to evaluate human behaviour towards products regarding the benefits and advantages of advertised products. The similarity is also analyzed Appraisal system. The data analysis and the framework used differ between Linda Wijaya, Afrida Hanum, and Nena Syaharani's research. Linda Wijaya's research data use Thai ad text, while this research uses dialogue in the Turning Red animation movie. Moreover, the framework used in Linda Wijaya's research uses Martin's 2003 Framework, while this research uses Martin and White's 2005 Framework.

Fourth, the research entitled *Appraisal Analysis of the Texas Chainsaw Massacre (2003) Movie Review by Roger Ebert* by Eva Crystalia in 2016. The study aimed to identify the appraisal system found in the data through movie reviews. The study analyzes the Appraisal system's aspects: Attitude, Engagement, and Graduation. There are many negative evaluations in Roger Ebert's review.

Besides, the similarities were also about appraisal analysis. The differences between Eva Crystalia's research and this research are the data analysis and research objectives. Eva's research data is a movie review text, while this research is a dialogue in Turning Red animation movie. The analysis of Eva's research was all of the appraisal systems in the data, Attitude, Engagement, and Graduation, and this research only focused on the Attitude devices. Moreover, Eva's research used two frameworks by Martin and Rose (2003) and Martin and White (2005), while this research only used Martin and White's (2005) framework.

Fifth, the research by Satria Andriani Zebua entitled *An Appraisal Analysis on Text of "I Have A Dream" by Martin Luther King* in 2018. This research aims to analyze the appraisal sub-system in the speech delivered by Martin Luther King entitled "I Have A Dream." This research only focuses on one aspect of attitude, namely affect. The data used in this study is the text of an English speech taken from an internet website. The similarity is also analyzed Appraisal system and the framework used (Martin and White 2005). The difference between Satria's research is the data analysis and the focus of the research. Satria's research uses Martin Luther King's English speech text as the data, while this research uses dialogue transcription in the Turning Red animation movie. Moreover, the main focus in Satria's research is only one of the attitude devices, affect, while this study analyzes the three attitude devices, affect, judgment, and appreciation.

Based on the previous studies above, the researcher found that in the five previous studies analyzing the appraisal system, two of them focused on the three aspects of the appraisal system: Attitude, Engagement, and Graduation. The data used in previous research are political news and advertisement text. The theoretical basis used in previous studies is Martin and White's (2005) theory and Martin and Rose's (2003) theory. There is one previous study that combines the two theories. From several previous studies, the appraisal system is more often used to analyze news texts or speeches related to politics.

In contrast to previous studies, the main focus of this research is the attitude device in the Appraisal System, namely Affect, Judgment, and Appreciation in an animation movie. The data to be analyzed is the dialogue transcription from the movie *Turning Red*. In addition to the attitude devices found in the analysis, this research will also examine the contribution of attitude devices to the successfulness of the conversation in the movie. Besides, how the characters in the movie express their feelings and judgments about something are also observed. The appraisal system used in this study is based on Martin and White (2005).